

FOR: Members, Tobacco Institute and TIRC

TOBACCO NEWS SUMMARY

No. 25

May 17, 1960

Condensed from Public Sources
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MAGAZINES

25. "Cigarettes and Your Health: Are the Facts Being Filtered?" REDBOOK,
June, 1960

A full article by Walter Goodman, a senior editor, is essentially an attack on the industry, although there are some quotations from a few who do not accept the statistical or other claims against tobacco.

Considerable space is devoted to the Cancer Society's position and anti-smoking campaign. The general tone supports the ACS position.

References to the Tobacco Industry Research Committee and other industry activities are generally unfavorable.

Quotations are also included from Secretary of Health, Education and Welfare Flemming, Surgeon General Burney, and F.T.C. spokesmen.

The issue is scheduled for publication May 26.

(NOTE: Discussions with the author and magazine editor, among others, resulted in only minor modification of a few misrepresentations. Many facts and medical evidence were not accepted. The editors declared they had decided to take the policy position as set forth in the article.)

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